

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : Hidetoshi Ichioka  
Serial No. : 09/916,002  
For : CONTENT-EXHIBITION CONTROL APPARATUS  
AND METHOD  
Filed : July 26, 2001  
Examiner : Shepard, Justin E.  
Art Unit : 2623  
Confirmation No. : 1131

745 Fifth Avenue  
New York, New York 10151  
Tel. (212) 588-0800

**CERTIFICATE OF ELECTRONIC FILING**

I hereby certify that this correspondence is being transmitted via  
Electronic Filing Services on July 29, 2008.

DeAndre Breeland  
  
Signature  
July 29, 2008  
Date of Signature

**AMENDMENT UNDER 37 C.F.R. § 1.116**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office Action mailed on May 2, 2008, having a  
three-month period for response set to expire on August 4, 2008 (August 2, 2008 being a  
Saturday and August 3, 2008 being a Sunday), please amend the above-captioned  
application as follows.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 6 of this paper.